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Participation in Professional Meetings

1. Allied Social Science Associations: Econometric Society
Health Economics Research Organization
Industrial ~~Organization~~ Society
2. American Agricultural Economics Association
3. American Statistical Association
4. Atlantic Economic Society
5. International Institute of Public Finance
6. International Management Science Meetings
7. Southern Economic Association
8. ~~Southern~~ Regional Science Association
9. Western Economic Association
10. Mergers In Health ~~Care~~: The Performance of Multi-Institutional Organizations

Other Professional Activities

1. Reviewer - Manuscripts:
 - American Economic Review
 - Bulletin of Economics Research
 - Eastern Economic Journal
 - Economic Inquiry
 - Economic ~~Journal~~
 - ~~Growth~~ and ~~Change~~
 - Industrial ~~Organization~~ Review
 - ~~International Economic~~ Review
 - International Journal of Industrial Organization
 - Journal of Business Economics
 - Journal of ~~Business~~ Venturing
 - Journal of ~~Consumer Marketing~~
 - Journal of Economic Behavior and Organization
 - Journal of Economic ~~Theory~~
 - Journal of Economics ~~and~~ Business
 - Journal of Law & Economics
 - Journal of Law, Economics ~~and~~ Organization
 - Journal of ~~Industrial Economics~~
 - Journal of Money, ~~Credit~~ and Banking
 - ~~Journal~~ of Political Economy
 - Journal of Public ~~Policy~~ and Marketing

Public Finance Quarterly
Quarterly Journal of Economics
Review of Economics and Statistics
Review of Industrial Organization
Southern Economic Journal

2. Reviewer - Grant Proposals

U.S.D.H.E.W. - Social Security Administration
National Science Foundation

3. Consultant -

U.S. Department of Justice - Antitrust Division
U.S.D.H.E.W. - Social Security Administration
Federal Trade Commission
Attorneys General: Arizona, California,
Connecticut, Florida, Missouri, Oregon, and Washington
Numerous private attorneys
Jack Eckerd Corporation
Butler's Nursery

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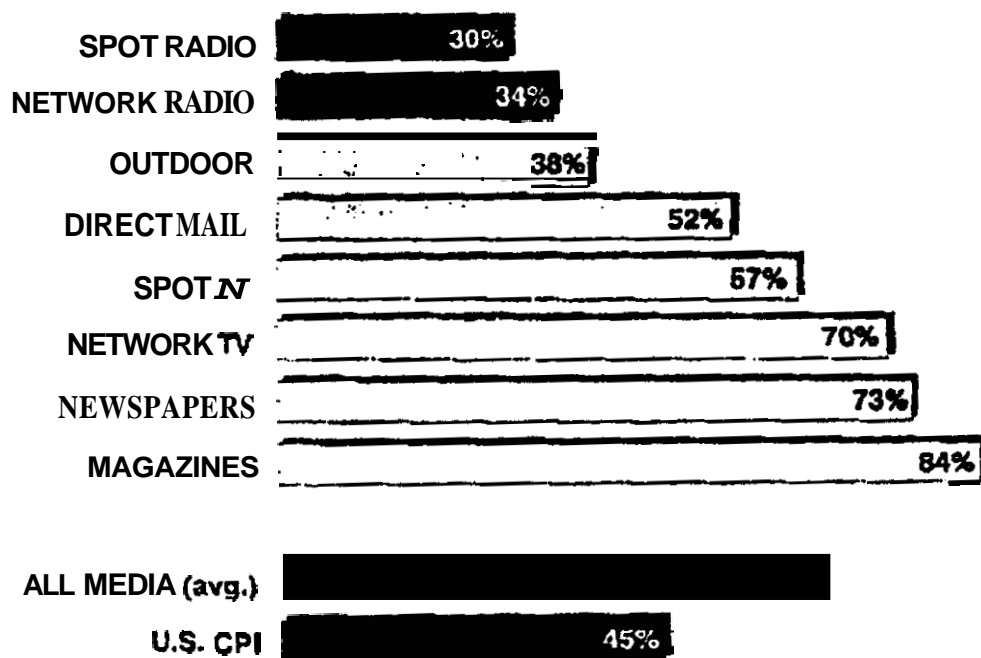
EXHIBIT B
RADIO ADVERTISING BUREAU MATERIALS

Exhibit B

MEDIA COMPARISONS

Radio Is Cost-Effective

(Cost-Per-Thousand Increase 1984 to 1994)



Source: CPM Indices from McCann-Erickson, 1994

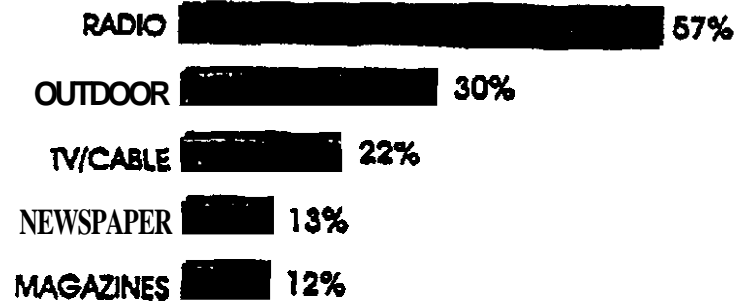


MEDIA COMPARISONS

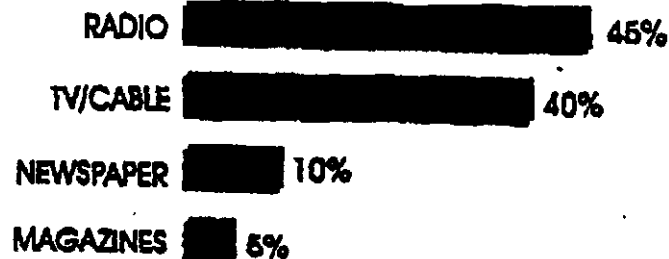
Radio Reaches Your Customers Right Up To Time Of Purchase

The closer a selling message can get to the cash register, the better its chance of actually influencing the purchase. Radio's strengths pay you important dividends, because more consumers are reached by Radio than any other major media within an hour of making their largest purchase of the day.

Percent Of Shoppers Reached By Medium Within One Hour Of Largest Daily Purchase



Share Of Time Spent With Each Medium (6AM-6PM, Mon.-Fri.)



Source: Media Targeting 2000: The Arbitron/RAE Consumer Study, 1995

EXHIBIT C

DECLARATION OF HARVEY COHEN

Exhibit C



DECLARATION

July 30, 1996

I, Harvey Cohen, am the General Manager for WDZL (TV).
I have served in that capacity since 1985.

WDZL regularly competes [or sells against] with a number of other media for advertising sales. WDZL competes against other Over the Air Broadcasters, Cable, Radio, Newspapers, Yellow Pages, Outdoor and Direct Mail. Media mix expenditures are a key component in our sales strategies. We prove to the advertisers it is more effective to have a media mix advertising strategy to reach the consumer.

In spending their advertising dollars, the [vast] majority of advertisers consider the cost effectiveness of various media in reaching their targeted consumers. In our experience, WDZL needs to convince prospective advertisers that we are a more cost effective way to reach consumers than other media, including direct mail, yellow pages and outdoor.

For example, WDZL has had a major effort for the Yellow Pages insurance company advertisers. The insurance companies were only advertising in one media (Yellow Pages). Our campaign enabled WDZL to garner a share of insurance company advertising dollars that we otherwise would not have received.

Many of WDZL's advertisers also use radio, cable, direct mail, outdoor and yellow pages in their overall advertising mix and routinely adjust the percentage among these media.

WDZL regularly pitches business and services clients in the South Florida area. The South Florida area covers Dade, Broward and Palm Beach counties.

The foregoing is true and correct to the best of my knowledge and belief.

A handwritten signature in black ink, appearing to read "Harvey Cohen".

Harvey Cohen
General Manager

EXHIBIT D

DECLARATION OF JAMES SMITH

Exhibit D

I, James E. Smith, hereby declare as follows:

1. I am the vice president and marketing director for the Sun-Sentinel. I have served in that capacity since 1990. Prior to that, I served for 10 years as research manager for the Sun-Sentinel.
2. The Sun-Sentinel competes with a wide variety of other media for advertising sales. The newspaper faces competition from other newspapers, magazines, shoppers, direct-mail companies, the Yellow Pages, other directory services, outdoor advertising, broadcast and cable television, and radio.
3. As in other communities, the marketplace for advertising in South Florida is driven by a number of considerations, including but not limited to audience reach, audience composition, cost and frequency. Larger advertisers typically use a variety of media to achieve various objectives with their advertising. Cost efficiency is a key consideration for most advertisers and they frequently move business from one medium to another.
4. The Sun-Sentinel closely monitors the South Florida advertising market and invests heavily in research and development to create advertising programs that attract business from other advertising media. For example, for the past several years, we have run a contest among our sales representatives to draw advertising dollars away from the Yellow

Pages. In support of these efforts, the Sun-Sentinel created a promotional piece entitled "Put Your Listing in the Yellow Pages And Your Advertising in the Sun-Sentinel." This material highlights the advantages of an advertising campaign in the newspaper as compared to advertising in the Yellow Pages.

5. The Sun-Sentinel is not alone in monitoring the advertising market and aggressively seeking to attract business from other advertising media. Bell South, the local publisher of the Yellow Pages, also regularly attempts to solicit advertising revenue away from the newspaper. ADVO, the direct-mail company, regularly targets newspaper-insert advertisers and seeks to attract them into the mail.
6. The Sun-Sentinel markets its products and services aggressively in Dade, Broward and Palm Beach. Sun-Sentinel sales representatives service clients from all three counties. Exito, a Spanish-language weekly magazine by the Sun-Sentinel, maintains its office and sales staff in Dade County. The newspaper also publishes a monthly magazine for families called South Florida Parenting. South Florida Parenting has its own sales staff that actively solicits business in all three counties. The Sun-Sentinel's sales representatives also sell advertising for both publications.
7. The Sun-Sentinel also covers news stories and develops features on issues of local concern in Dade, Broward and Palm Beach counties. This coverage is enhanced by specialty publications like Exito and South Florida Parenting which develop and cover

stories of interest to more-focused audiences. While Exito's focus is exclusively in Dade County, South Florida Parenting's focus is in all three counties.

The above information is true and correct to the best of my knowledge and belief.

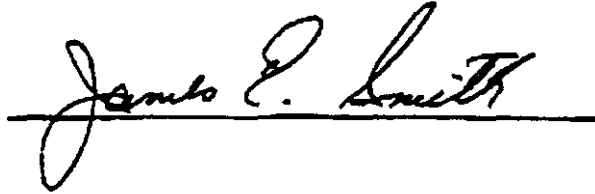
A handwritten signature in cursive script, reading "James E. Smith", is written over a horizontal line.

EXHIBIT E

SUN-SENTINEL PROMOTIONAL MATERIALS

Weaknesses Inherent In Outdoor Display Advertising

Outdoor advertising is designed to communicate every brief message very quickly. Consequently, it is not effective when relied upon as the sole source of advertising.

When compared to newspaper advertising, billboards present several disadvantages. However, unlike billboards, newspapers can:

- Reach an audience or broad demographic group that is not limited by local ordinances or board availability.
- Offer the format for a long or complex message, whereas billboards severely restrict the length of the message.
- Be appropriate for both short or long campaigns that need to rely on continuously repeated exposures over a long campaign.
- Provide the ability for readers to take the time to read the message carefully, thoroughly and repeatedly, whereas billboard viewing is limited in three to five seconds.
- Provide the format for any type of advertising message, ranging from image to price-points to event sales. The format for billboard advertising is limiting, consequently it is generally used with other media.
- Encourage audience involvement that may include a call-to-action, unlike billboards which are a passive format.
- Take advantage of immediacy, so the advertising message is always up-to-date, whether it's a message about a change in the market, in the industry or the latest sale prices.
- Provide your advertising message with a very short lead time, unlike outdoor advertising that requires considerable planning and long lead time.



What billboards can deliver—image and color impact—can be obtained through various newspaper products that are specifically designed for image advertising and color reproduction. So newspapers can offer the advantages of outdoor display without any of the disadvantages.

Sun-Sentinel

Put Your Listing In the Yellow Pages, And Your Advertising In The Sun-Sentinel

The Sun-Sentinel is **used** as an advertising source by more than five times the number of people using the Yellow Pages. In fact it's the **primary source**, or the source of advertising referred to most frequently, for more than 10 times the number of people that use the Yellow Pages.*

The Sun-Sentinel reaches nearly half the adults in Broward/South Palm Beach daily and more than half on Sundays. Subscribers provide a large, stable audience, while rack, store and street sales add new and different readers every day.

Newspaper advertising enables you to **sell a service or product, persuade** and build or enhance image. **Contrary** to Yellow Page advertising, with newspapers you can:

Create awareness, Establish your image and acquaint customers with your business before they need you. **You can** also reach your repeat customers and tell them why they should return. The Yellow Pages remain closed most of the time.

Motivate people to **action**. The right message **can close** a sale before the customer reaches your door. **You can** tout your new product line, or promote service or price. You can't use many price points in the Yellow Pages.

Respond to **changes**. You can change your copy to meet your changing needs; changes in the market, introduce new products, announce new locations, merchandise **sales**, or seasonal **offers**. Yellow Page ad copy remains the same all year long.



For about the price of a quarter-page ad in the Yellow Pages in Broward/South Palm Beach, you can place 11 quarter-page ads in the Sun-Sentinel.*

11 Ads that

- each have an opportunity to reach an average daily audience of 604,000 adult readers.
- generate a total of 6.64 million impressions and 490 gross rating points.
- reach your customers when you want to reach them.
- communicate, motivate and sell.

Sources: Sun-Sentinel rates based on 1 x 45" retail contract rate with multi-rate discount. Page rates based on a quarter-page ad placed in Boca Raton, Delray Beach, Fort Lauderdale, Hollywood and Pompano Beach. Yellow Page editions and rates from 1994 Yellow Page Publishers Association Rates and Data.

Target your market. A Sun-Sentinel ad representative **can assist you with** targeting those consumers who are most likely to **buy** your product, according to demographic or geographic characteristics. Yellow page users have only two things in **common**: they live in the same area and they have **access** to a telephone.

Year-round service. Your Sun-Sentinel ad representative **can help you** design your ad, choose the right amount of advertising and position your message to reach your target market.

The next time you're planning to advertise, put your listing in The Yellow Pages and your advertising dollars to work in the Sun-Sentinel—the best way to reach more than 600,000 readers every day and 855,000 on Sundays.**

Sources: *Florida Opinion Research, Market Profile Study, 1993.
**The 1993 Scarborough Report.

Sun-Sentinel

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EXHIBIT F

MAP OF WBZL GRADE A CONTOUR

JULY 1996

0 1 0

PREDICTED GRADE A (74 dBu) COVERAGE CONTOURS

Prepared for
RENAISSANCE COMMUNICATIONS CORP.
WDZL MIAMI, FLORIDA
LICENSED: CH 39z 3980 KW (MAX-DA, BT) 213 METERS
PROPOSED: CH 39z 5000 KW-H 2750 KW-V (MAX-DA, BT) 276 METERS

Denny & Associates, P.C. Consulting Engineers



EXHIBIT G

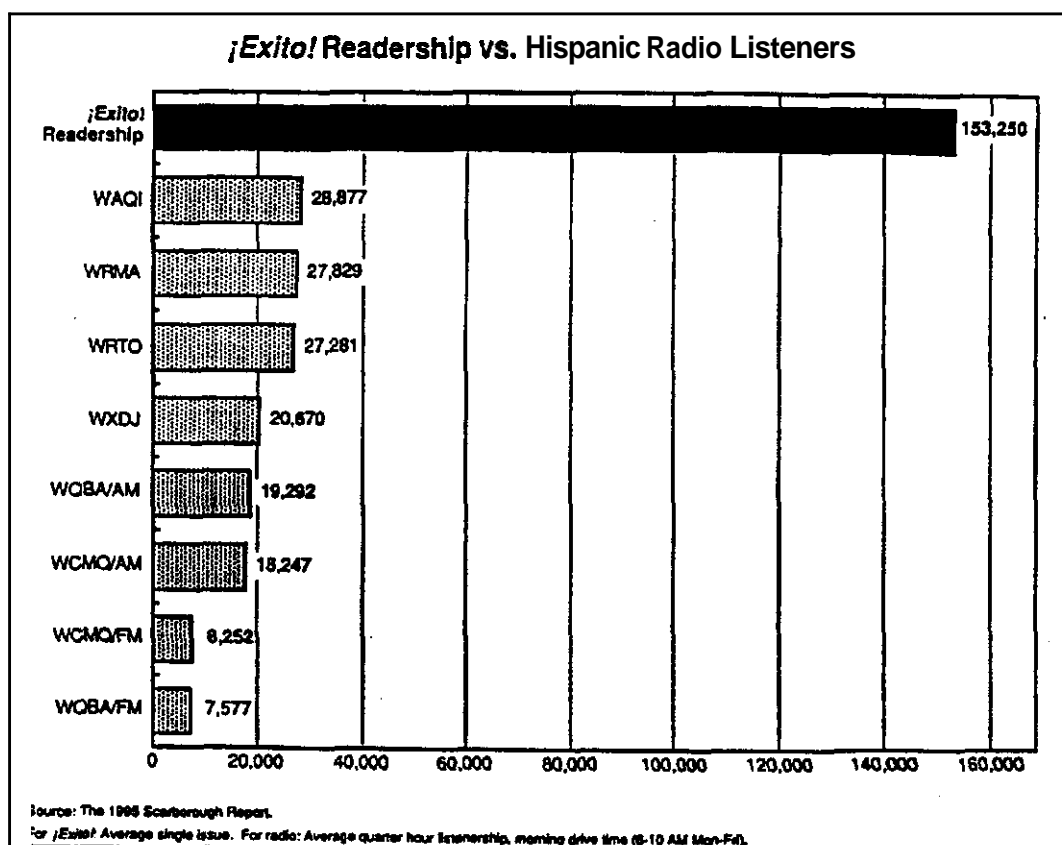
SUN-SENT= PROMOTIONAL MATERIALS

Exhibit G

Hispanic Media In Miami: !Exito! vs. Hispanic Radio

One ad in *¡Exito!* reaches more than five times the number of Miami Hispanic adults than one spot on the leading Hispanic radio station does in a quarter hour of morning drivetime—the best time for radio.

Medium	# Of Hispanic Adults Reached
<i>¡Exito!</i> Readership	153,250
WAQI	28,877
WRMA	27,829
WRTD	27,281
WXDJ	20,670
WQBA/AM	19,292
WCMQ/AM	10,247
WCMQ/FM	8,252
WQBA/FM	7,577



¡Exito!

Hispanic Media In South Florida: Exito vs. Hispanic Radio

One insertion in Exito reaches almost as **many** South Florida Hispanics than the other top five radio stations combined.

Medium	# of Hispanic Adults
Exito Readership	111,250
WAQI	42,950
WRTQ	32,900
WCMQ	14,000
WQBA/FM	12,600
WQBA/AM	10,100

